

# Frequently Asked Questions



- Q:** "How does the customer redeem the coupon?"  
**A:** They show the text message offer to the employee OR it can be entered at the credit card terminal or point of sale system.
- Q:** "How can I use this service since I never use coupons for my business?"  
**A:** That's ok. The service can be used for announcements like "join us for Monday night football" or "Mothers day reservations are now being accepted" or "New menu items." Since text messages are delivered and read within minutes you can even remind customers to stop by on the way home.
- Q:** "Can this work with my email?"  
**A:** Yes, it is very complementary to email. We provide a "sign up" link for your email or web site. Then customers who receive your email or visit your web site can easily sign up for the text program.
- Q:** "Is this spam?"  
**A:** Mobile marketing is a regulated industry. We adhere to strict guidelines established by the cell phone companies. The customer can easily "opt out" and not receive any more messages. We will never spam.
- Q:** "How often should I send offers?"  
**A:** That depends on your product and service. We recommend that you send approximately two messages per month but no more than one offer per week.
- Q:** "What if I'm not technical?"  
**A:** That's O.K, it is very easy to use especially our "Set and Forget" program. We'll help create your first coupons. Then the program runs itself. And if you want to send out a special offer immediately we'll teach you how to do that!
- Q:** "Can customers reuse the same coupon or share it with friends?"  
**A:** That's up to you! If you want to limit the use of the coupon, we recommend an early expiration date.
- Q:** "How many people will respond?"  
**A:** Well, that depends on the number of text offers sent. On average our customers have about 12% redemption rate, which is more than double any other form of advertising. And you get customers fast because you're delivering the offer right to their pocket!
- Q:** "Why is this a good way to advertise?"  
**A:** There are many reasons. Let us give you two. First, your offers are delivered and read quickly. Most text messages are read within 5 minutes of being sent. Unlike the newspaper or direct mail, you don't need to wait for it to be printed then delivered. So, if you're having a slow day, you can quickly send out a coupon to encourage customers to come in. The second reason is your customers don't have to clip your paper offers or remember to bring them. Everyone remembers to bring their phone!
- Q:** "Will my customers be charged?"  
**A:** Most customers who sign up for these types of services have text message plans and won't be charged for receiving your offers.
- Q:** "This sounds too new."  
**A:** Well, it may sound new but the truth is that over 4 billion text messages are sent EVERY day. It is a proven way to communicate and a brand new way to promote your business.
- Q:** "Will only teenagers are use this?"  
**A:** People aged 35 to 60 are the fastest growing demographic for text messaging. Millions of adults use text messaging every day, and the numbers are growing.
- Q:** "What other companies are using mobile marketing?"  
**A:** Pepsi, Domino's, Burger King, Doritos, Pizza Hut, McDonalds, Chevrolet, CBS, most local sports teams and many more.
- Q:** "I never text message."  
**A:** If you're like everybody else you may have had your doubts about the internet several years ago like I did. Now it's commonplace. This is definitely the next wave of advertising.

